

## CLAIMS

What is claimed is:

1. A method for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:

receiving a television program from a service provider;

wherein the television program contains an original marketing;

storing the television program in the memory;

sending a user ID and a program ID to the service provider;

determining whether a local marketing content has been received;

responsive to the determination that the local marketing content has been received,

creating a modified marketing by modifying the original marketing with the local marketing content; and

displaying the television program with the modified marketing upon a user request.

2. The method of claim 1 further comprising:

determining whether a message indicating that no local marketing content exists for

the television program has been received; and

responsive to the determination that the message indicating that no local marketing

content exists for the television program has been received, displaying the television program with the original marketing upon the user request.

3. The method of claim 2 further comprising:

responsive to the determination that the local marketing content has been received,

determining whether the local marketing content is add-on marketing; and

responsive to the determination that the local marketing content is add-on marketing, creating the modified marketing by adding the add-on marketing into the television program without modifying the substance of original marketing.

4. The method of claim 3 further comprising:

responsive to the determination that a local marketing content has been received, determining whether the local marketing content is replacement marketing; and

responsive to the determination that the local marketing content is replacement marketing, creating the modified marketing by replacing the original marketing with the replacement marketing.

5. The method of claim 4 further comprising:

responsive to the determination that a local marketing content has been received, determining whether the local marketing content is overlay marketing; and

responsive to the determination that the local marketing content is overlay marketing, creating the modified marketing by placing the overlay marketing over the original marketing.

6. A method for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:

receiving a user ID and a program ID;

determining the location of a user based on the user ID;

determining whether a local marketing content exists for a television program based on the program ID; and

responsive to the determination that the local marketing content does exist, sending the local marketing content to the DVR.

7. The method of claim 6 further comprising: responsive to the determination that the local marketing content does not exist, sending a message to the DVR indicating that there is not any local marketing content.
8. The method of claim 7 wherein the location of the user is determined by cross-referencing the user ID with information stored in a user profile.
9. The method of claim 8 wherein the local marketing content is add-on marketing.
10. The method of claim 8 wherein the local marketing content is replacement marketing.
11. The method of claim 8 wherein the local marketing content is overlay marketing.
12. An apparatus for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:
  - a storage medium;
  - wherein the storage medium comprises instructions for a processor to perform steps comprising:
    - receiving a television program from a service provider;
    - wherein the television program contains an original marketing;
    - storing the television program in the memory;
    - sending a user ID and a program ID to the service provider;
    - determining whether a local marketing content has been received;

responsive to the determination that the local marketing content has been received, creating a modified marketing by modifying the original marketing with the local marketing content; and

displaying the television program with the modified marketing upon a user request.

13. The apparatus of claim 12 further comprising:

determining whether a message indicating that no local marketing content exists for the television program has been received; and

responsive to the determination that the message indicating that no local marketing content exists for the television program has been received, displaying the television program with the original marketing upon the user request.

14. The apparatus of claim 12 further comprising:

responsive to the determination that the local marketing content has been received, determining whether the local marketing content is add-on marketing; and

responsive to the determination that the local marketing content is add-on marketing, creating the modified marketing by adding the add-on marketing into the television program without modifying the substance of original marketing.

15. The apparatus of claim 12 further comprising:

responsive to the determination that a local marketing content has been received, determining whether the local marketing content is replacement marketing; and

responsive to the determination that the local marketing content is replacement marketing, creating the modified marketing by replacing the original marketing with the replacement marketing.

16. The apparatus of claim 12 further comprising:

responsive to the determination that a local marketing content has been received,  
determining whether the local marketing content is overlay marketing; and  
responsive to the determination that the local marketing content is overlay marketing,  
creating the modified marketing by placing the overlay marketing over the original  
marketing.

17. An apparatus for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:

a storage medium;

wherein the storage medium comprises instructions for a processor to perform steps  
comprising:

receiving a user ID and a program ID;

determining the location of a user based on the user ID;

determining whether a local marketing content exists for a television program  
based on the program ID; and

responsive to the determination that the local marketing content does exist,  
sending the local marketing content to the DVR.

18. The apparatus of claim 17 further comprising: responsive to the determination that the local  
marketing content does not exist, sending a message to the DVR indicating that there is not  
any local marketing content.

19. The apparatus of claim 17 wherein the location of the user is determined by cross-referencing  
the user ID with information stored in a user profile.

20. The apparatus of claim 17 wherein the local marketing content is add-on marketing.
21. The apparatus of claim 17 wherein the local marketing content is replacement marketing.
22. The apparatus of claim 17 wherein the local marketing content is overlay marketing.
23. An apparatus for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:
  - receiving a television program from a service provider;
  - wherein the television program contains an original marketing;
  - storing the television program in the memory;
  - sending a user ID and a program ID to the service provider;
  - receiving the user ID and the program ID;
  - determining the location of a user based on the user ID;
  - determining whether a local marketing content exists for the television program based on the program ID;
  - responsive to the determination that the local marketing content does exist, sending the local marketing content to the DVR;
  - determining whether the local marketing content has been received;
  - responsive to the determination that the local marketing content has been received, creating a modified marketing by modifying the original marketing with the local marketing content;
  - displaying the television program with the modified marketing upon a user request;
  - determining whether a message indicating that no local marketing content exists for the television program has been received;

responsive to the determination that the message indicating that no local marketing content exists for the television program has been received, displaying the television program with the original marketing upon the user request;

responsive to the determination that the local marketing content has been received, determining whether the local marketing content is add-on marketing;

responsive to the determination that the local marketing content is add-on marketing, creating the modified marketing by adding the add-on marketing into the television program without modifying the substance of original marketing;

responsive to the determination that a local marketing content has been received, determining whether the local marketing content is replacement marketing;

responsive to the determination that the local marketing content is replacement marketing, creating the modified marketing by replacing the original marketing with the replacement marketing;

responsive to the determination that a local marketing content has been received, determining whether the local marketing content is overlay marketing;

responsive to the determination that the local marketing content is overlay marketing, creating the modified marketing by placing the overlay marketing over the original marketing;

responsive to the determination that the local marketing content does not exist, sending a message to the DVR indicating that there is not any local marketing content; and

wherein the location of the user is determined by cross-referencing the user ID with information stored in a user profile.

24. The apparatus of claim 17 wherein the local marketing content is add-on marketing.

25. The apparatus of claim 17 wherein the local marketing content is replacement marketing.
26. The apparatus of claim 17 wherein the local marketing content is overlay marketing.